

# RJ Reynolds

Tobacco Company

Faith M. Decker  
Key Account Manager

## ELECTRONIC MAIL

1130 Lake Cook Road  
Suite 210  
Buffalo Grove, IL 60089  
847/459-1750  
Fax: 847/459-5992

Sales	Retail
1221	1222 20, 21, 22, 25, 26
1222	1223 20, 23, 26, 27, 28, 29
1223	1226 24, 25, 26, 27
1224	1229 22, 23, 24, 26, 28
1225	ROM
1226	PC SC
1229	MC PA
1240	
1244	RSM RBM

February 19, 1997

TO: All Personnel Calling on Walgreen Districts

**SUBJECT: Walgreen Drug - CID #0203-XX-XX**  
**Salem .20/\$2.00 Off Buy-Down to Match Kool**

Ladies & Gentlemen:

Beginning April 2nd and continuing through April 29th, R.J. Reynolds will match B & W's Kool discounting at .20/\$2.00 off per pack/carton on all styles of Salem in all markets using our matching Menthol strategy.

A Salem POS materials packet will be automatically shipped to all stores for their store personnel to place. These pieces will boldly communicate the reduced price of Salem. Stores may elect to use their own advertising pieces as well. Our means of tracking this promotion will be via Walgreen's scanning system.

Occasionally, scan problems arise. If the store has problems with the scanning of our items, they should be able to handle at store level. If not, have the store manager call Jill Salinas at Walgreen Headquarters (847/914-3089).

PAGE ONE OF TWO

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PAGE TWO OF TWO

Stores will be reimbursed for the price reduction via scan information and a credit will appear on each store's purchase ledger. Therefore, this letter is being provided to you as information only. The only action required on our part is to ensure the POS kit is placed by the store, advertising the reduced price.

Walgreens - Salem Buydown  
February 19, 1997  
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**ATTENTION:**

If you are currently conducting a discount program at district level featuring Salem, please discontinue during the above mentioned time frame as double payment could be made.

If you have any questions concerning this letter, please contact Bob Fricke VM# 42328. Thank you for your assistance.

Sincerely,

*Faith*

Faith M. Decker  
FMD/pjn  
cc: ROU #6200  
salemdbd.doc

51847 2512

To: Waechter, Liane, Dibenedetto, Charles A., Brandt, Kevin E., Kight, Earl,  
Figueroa, David A., 1210 - New York ROU (ALVICH), Klein, John F.,  
1310 - Philadelphia ROU (METZG), 1610 - Buffalo ROU (BRZEZIE),  
2910 - Richmond ROU (BUFFINC)  
From: Fricke, R H.  
Posted: 2/21/97 12:19  
Opened: 2/24/97 8:32  
Subject: FWRD: Walgreen Drug - CID #0203-XX-XX

To: ROU's w/ Walgreens Stores in Districts #'s 17 & 108  
(CID# 0203-17-00 & 0203-78-00)

Please copy the letter in the attachment below and forward to the effected Retail Rep's

Thank You,  
Bob

===== <Forwarded Letter> =====

From: 6200 - Chicago Region  
To: FRICKER  
Subject: Walgreen Drug - CID #0203-XX-XX  
Posted: 02/19/97 12:07  
Priority: Normal

Please see attached.

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